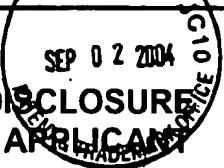


Substitute for form 1449A/PTO					
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Complete if Known		
			Application Number	09/558,945	
			Filing Date	April 26, 2000	
			First Named Inventor	Kepecs, Jonathan	
			Art Unit	3624	
			Examiner Name	Jagdish Patel	
Sheet	1	of	2	Attorney Docket Number	018477-000510US

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Examiner Initials*	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee, or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
JP	AA	US-6,330,543		12-11-2001	Kepecs	
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JP	AC	US-6,076,068		06-13-2000	DeLapa et al.	
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JP	AE	US-6,044,362		03-28-2000	Neely	
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		Country Code ³	Number ⁴	Kind Code ⁵ (if known)				
	BD	WO	00/41115	A1	07-13-2000			<input type="checkbox"/>
	BE	WO	99/26176	A1	05-27-1999			<input type="checkbox"/>
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	BH	WO	85/01373	A1	03-28-1985			<input type="checkbox"/>
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Examiner Signature		Date Considered	1-24-05
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PTO/SB/08B (08-03)

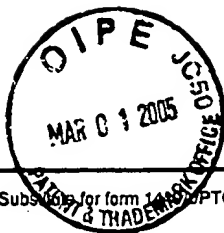
Substitute for form 1449B/PTO			Complete if Known		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Application Number	09/558,945	
			Filing Date	April 26, 2000	
			First Named Inventor	Kepecs, Jonathan	
			Art Unit	3624	
			Examiner Name	Jagdish Patel	
Sheet	2	of	2	Attorney Docket Number	018477-000510US

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
<i>JP</i>	BI	BECK, J., "3 Types of Systems Drive Coupon Programs," <u>Supermarket News</u> , 37:48 (1987).	
<i>JP</i>	BJ	BROWN et al., " , " <u>J. Bus. Ethics</u> , 11(2):105-114 (1992).	
<i>JP</i>	BK	TAYLOR, S. "Don't Become Confined by 'The Box,'" <u>Advertising Age</u> , 68:26 (1997).	

Examiner Signature	<i>Jagdish Patel</i>	Date Considered	1-24-05
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¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.



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		Application Number	09/558,945		
		Filing Date	April 26, 2000		
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		Art Unit	3624		
		Examiner Name	Jagdish Patel		
Sheet	1	of	2	Attorney Docket Number	018477-000510US

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Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code ² (if known)			
	AA	US-6,389,401	05-14-2002	Kepecs	

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Examiner Signature		Date Considered	5/25/05
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		Application Number	09/558,945		
		Filing Date	April 26, 2000		
		First Named Inventor	Kepecs, Jonathan		
		Art Unit	3624		
		Examiner Name	Jagdish Patel		
Sheet	1	of	1	Attorney Docket Number	018477-000510US

U.S. PATENT DOCUMENTS+					
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		Number Kind Code ² (if known)			
Jdp	AA	US-2003/0212599	11-13-2003	Kepecs	

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Examiner Initials*	Cite No. ¹	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
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Examiner Signature	<i>Jagdish Patel</i>	Date Considered	<i>6/25/03</i>
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